

Kerry McCarron

MBA / Brand Strategy & Marketing
Professional

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CAREER EXPERIENCE

JUNE 2016 - August 2016 / Berlin, Germany

MBA BRAND MARKETING & STRATEGY INTERN HOMEBELL – TECH STARTUP

- ∞ Worked with founders to re-define mission, vision, values, brand attributes and communication standards for the company; oversaw design & creation of the first branding toolkit for the company based on these identifiers
- ∞ Researched, defined, and presented a detailed customer segmentation analysis and targeting strategy to company founders
- ∞ Built foundations for an offline marketing department to work hand in hand with digital marketing team, and outlined a performance based marketing plan implemented in early 2017
- ∞ Created and cultivated relationships with media networks and agencies across Germany, including Seven Ventures, Wall Decaux, and DCMN Agency

SEPTEMBER 2012 - JULY 2015 / Los Angeles, CA, USA

SENIOR ASSOCIATE, UM STUDIOS UNIVERSAL MCCANN – GLOBAL MEDIA & ADVERTISING AGENCY

- Collaborated with team members across UM to develop innovative and cost effective custom content solutions supporting each Sony Pictures Theatrical and Home Entertainment Release
- ∞ Cultivated relationships & negotiated with network partners to drive ROI. In 2014, managed 56 programs that drove over \$8 million in added value
 - ∞ Acted as project manager of the creative process kept both the network & client on schedule with project calendars including materials delivery, production, edits & approvals for up to 10 campaigns at a given time
 - ∞ Ideated creative campaigns and promotions that encompassed the brand positioning and targeting strategy of each film
 - ∞ Worked with my previous department to adapt the Kaizen automated tool to fit the needs of the UM Studios team and help both teams work together more efficiently
 - ∞ Collaborated with the analytics department to streamline data reporting for their Audience Measurement Platform tool, enabling my department to better measure effectiveness of our programs with the audiences we were reaching
 - ∞ Presented and received national recognition from UM's Curiosity Works Award for "Best Work in Market" for work with the NBA that drove over \$4 million in added value
 - ∞ Used analytical tools to monitor and make real time strategic recommendations based on customer feedback
 - ∞ Agency wide: Chosen to work on new business pitches for brands like Taco Bell & AT&T

APRIL 2011 - SEPTEMBER 2012

MEDIA PLANNER UNIVERSAL MCCANN – GLOBAL MEDIA & ADVERTISING AGENCY

- Hands on involvement throughout every phase of movie advertisement on Sony Pictures theatrical account from pre-planning to post opening
- ∞ Utilized analytical tools, market research (Nielsen/TNS Systems), & quantitative analysis to effectively strategize and implement budgets ranging from \$18-40 million on over 20 films such as The Social Network, The Smurfs, & Skyfall
 - ∞ Worked with an outsourced programming team to design & test an automated program (Kaizen) that effectively replaced a "by-hand" process for budgeting, and saved over 5 hours of an employee's time per week
 - ∞ Performed & presented a detailed competitive research project in 2012 that led to multi-million-dollar strategy changes within cable, digital, & newspaper budgets

JULY 2010 - APRIL 2011

ASSISTANT MEDIA PLANNER UNIVERSAL MCCANN – GLOBAL MEDIA & ADVERTISING AGENCY

AREAS OF EXPERTISE

Strategic Marketing, Brand Positioning, Creative Project Management, Media Planning, Customer Research and Analysis, Key Relationship & Client Management, Team Leadership, Communication

EDUCATION

- April 2017, ESADE Business School, Barcelona, Spain
Master of Business Administration (MBA)
- June 2010, University of California Irvine, Irvine, USA
Bachelor of Arts, Film & Media Studies / Minor in Management

ADDITIONAL INFORMATION

MBA HIGHLIGHTS:

- Studies: Completed MBA Marketing Lab, participating in over 20hrs of marketing activities with professionals from companies such as Mattel, Danone and Ogilvy; Experience in design thinking and prototyping for new product ideas and UX Knowledgeable about Social Entrepreneurship & Sustainable Business Practices
- Leadership: Net Impact Club, Vice President of Careers & Women in Business Club, Director of Development and Outreach
- Case Competition Semi-Finalist: Corporate Knights & Schulich School of Business, "Business for a Better World" competition

PROJECTS:

- Consulted with micro-influencer platform Ghostlamp, assisting with business expansion to Europe & other markets
- Consulted with Pandora eco-tourism project in Bolivia to develop corporate identity & analyze potential tourism project opportunities

CAREER LEADERSHIP: UM & Free The Children Partnership Leadership Council

- Conceptualized & planned fundraising campaigns & educational events that raised over \$20,000 in 2014 & 2015
- Oversaw the planning of local volunteer events in all UM North America offices
- Elected as ambassador for the UM Los Angeles office on a volunteer trip to Kenya with Free The Children in 2013

Languages:

English (Native), Spanish (Intermediate)

OTHER INFORMATION

Date of Birth: 25/05/1988

Nationality: American